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PTO/SB/21 (09-04) (AW 10/2004)

Approved for use through 7/31/2006. OMB 0651-0031

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TRANSMITTAL FORM

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Total Number of Pages in This Submission 16

Application Number	10/688,018
Filing Date	10/17/2003
First Named Inventor	David Myr
Art Unit	3694
Examiner Name	Susanna M. Meinecke
Attorney Docket No.	MAK-106US

ENCLOSURES (Check all that apply)

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Remarks:

SIGNATURE OF APPLICANT, ATTORNEY OR AGENT

Firm Name	PatnerPrestia		
Signature			
Printed Name	Lawrence E. Ashery		
Date	May 15, 2007	Registration No.	34,515

CERTIFICATE OF TRANSMISSION / MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: **Mail Stop Amendment**, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature			
Typed or Printed Name	Kathleen Spina	Date	May 15, 2007

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Appl. No.: 10/688,018
Amendment Dated May 15, 2007
Reply to Office Action of April 27, 2007

MAK-106US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No: 10/688,018
Applicant: David Myr
Filed: 10/17/2003
Title: SYSTEM AND METHOD FOR PROFIT MAXIMIZATION IN RETAIL INDUSTRY
TC/A.U.: 3694
Examiner: Susanna M. Meinecke
Confirmation No.: 4397
Docket No.: MAK-106US

**RESPONSE TO NOTICE OF NON-COMPLIANT
AMENDMENT (37 CFR 1.121)**

MAIL STOP AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Responsive to the Notice of Non-Compliant Amendment dated April 27, 2007, please amend the above-identified application as follows:

- ☐ **Amendments to the Specification** begin on page _____ of this paper.
- ☒ **Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.
- ☐ **Amendments to the Drawings** begin on page _____ of this paper and include an attached replacement sheet(s).
- ☐ **Amendments to the Abstract** are on page _____ of this paper. A clean version of the Abstract is on page _____ of this paper.
- ☒ **Remarks/Arguments** begin on page 14 of this paper.

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